

## Foresees a Market for Forty Million Automobiles

Anderson's Estimate May Appear Too Generous, But Motor Car Statistics Are Imposing, Anyway, When Viewed in the Light of Known Facts

It is easy to revel in statistics when dealing with the automobile industry, its production and its prospects. For instance, the other day Harry W. Anderson, sales manager of the Tompkins, was quoted as saying that there is a market ahead for more than 40,000,000 automobiles besides those that have already been built, so that the point of saturation is apparently a vanishing point.

The way he arrives at this conclusion is that the United States, with 106,000,000 people, has 7,600,000 automobiles, one for every fourteen persons, whereas in the rest of the world there are more than 1,665,000,000 people and only 1,717,000 automobiles, or one for every 2,182 persons. Now, supposing that the rest of the world outside of the United States absorbs one car to every fifty persons of population, as is quite possible, there will be a market for 31,300,000 cars, and if you add to this the average of one car for every six persons in the United States, that adds more than 9,000,000 additional cars, or a total of 40,300,000. This is, of course, highly speculative, but there are some very imposing facts as to the automobile industry in 1919 which are worth while calling attention to here.

Ninety manufacturers of passenger automobiles and 170 builders of motor trucks in thirty-two states, employing 140,000, produced approximately 1,586,000 passenger cars and 305,142 trucks, valued at \$1,807,593,829, in the last twelve months.

A small group of automobile tire manufacturers produced more than half the 30,000,000 tires made in 1919, with the other manufactured by 213 small

### Lead in Cars but Not Good Road Mileage

Although the United States has 7,000,000 motor driven vehicles in operation—leading the world in this respect—only 13 per cent of roads in this country are surfaced. Out of an estimated total of 2,478,562 miles of public rural roads, only about 299,135 are surfaced or improved.

With a projected 1920 production of 1,500,000 automobiles, the need for better highways is evident. That this fact is recognized by states and municipalities is shown by estimated appropriations of \$600,000,000 to be spent on hard surfaced roads during the year.

companies. In 1920 it is estimated that 40,000,000 tires will be produced. Automobile exports last year were of startling totals. The value of motor vehicles and parts sent abroad to eighty-one countries was \$146,334,516, of which 62,624 were passenger cars valued at \$85,945,740, while 14,748 were commercial vehicles worth \$35,372,419. The value of parts exported was \$42,016,284.

It is estimated that there were in 1919 62,036 automobile dealers, garages and repair shops in the United States. Of the total 32,317 were passenger car dealers, 18,943 were truck dealers, 86,427 were garages and 43,881 were repair shops.

Farmers were the largest users of motor trucks, owning 10 per cent more than manufacturers and 15 per cent more than retailers. It is estimated that 40 per cent of the car output was sold to farmers last year.

The 7,100,000 motor vehicles in use in the United States, of which 700,000 are motor trucks, brought \$65,000,000 revenue to states from license fees. Lovers of horse flesh will view with sadness the fact that 3,600,000 horses were displaced by motor trucks last year. At the same time it is estimated that 15,000,000 acres of land were released for food production by the use of trucks.

Iowa and Nebraska have the greatest number of automobiles per capita, with one car for every six and a half persons. Tennessee led the country in increase of car registrations, with 29 per cent gain.

### Miles Sails to Get Data on Things Abroad

With a view to getting first hand information about automobile and general foreign trade conditions for the members of the National Automobile Chamber of Commerce, S. A. Miles has sailed for a trip to include England, France and Italy.

Mr. Miles will represent the N. A. C. C. at the meetings of the Bureau Permanent Interallie des Constructeurs d'Automobiles, of which the American organization is a member. Consideration will be given to the subjects of tariffs brought up by the request of the American manufacturers for a reduction from 45 per cent to 30 per cent in American import duties on automobiles, the question of further cooperation in standardization and shows.

## Bolshevism: Definition and Antidote

By C. C. Hanch

General Manager Maxwell Motor Sales Corporation

Bolshevism is a new name for a very old human feeling, viz., a desire to get something for nothing. It did not originate in Russia and it exists in all countries. This desire manifests itself in several ways, some of which are as follows: Acquiring property by taking forcible possession; acquiring control of property without representing its rightful ownership; receiving compensation without giving adequate service in return.

A burglar or footpad is a first class Bolshevik. A Socialist who does not recognize individual property rights is a Bolshevik. An employee who gives the equivalent of four hours' work and receives or demands eight hours' pay is a Bolshevik.

Bolshevism has but one antidote, viz., governmental initiative to protect life and property. This initiative is the fundamental function of all successful government and must be backed up by force when necessary. Loss of this initiative is invariably followed by anarchy—the condition through which Russia is now passing. Unrestrained anarchy always cures itself by reason of the fact that anarchists who acquire property unlawfully become converts to the system of organized government in order to protect themselves in the possession of such property against other less favored anarchists or Bolsheviks.

The anarchy of Russia is now being cured by this process. From the first moment the Russian government lost its initiative to protect life and property no other cure could be anticipated and the feeble efforts of other governments to arrest the process of evolution have been entirely impotent, as might have been expected. Nothing less than armed intervention with sufficient forces to effect conquest can restore any government which succumbs to anarchy and Bolshevism.

### Burrelle Plans for New Season

Douglas C. Burrelle will soon be back in his showrooms at Iceland, 1830 Broadway, at Fifty-third Street, on a larger scale than ever before. After a winter spent scouring the country for automobiles, he has ready a line of

fine American and foreign motor cars. Mr. Burrelle has surrounded himself with a strong organization to help make the Burrelle Used Car Institution famous as a landmark for high class motor cars. Among his personnel are Robin D. Compton, general manager; Eugene E. James, sales manager; and Alex G. Limbach, who has been associated with Mr. Burrelle for many years and who is taking charge of the Pittsburgh branch which Burrelle will open in May.



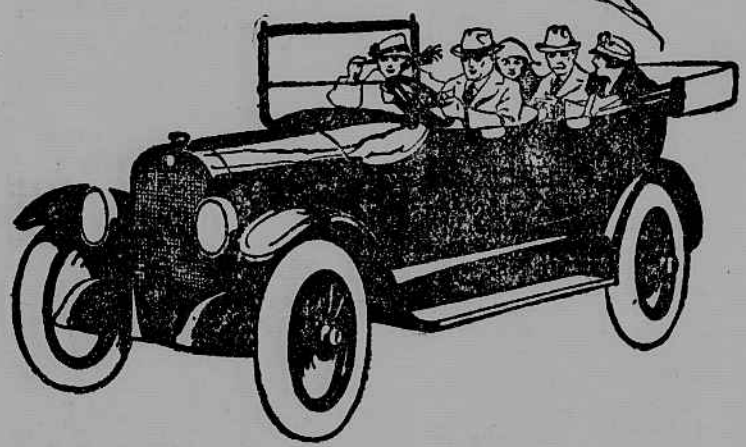
DOUGLAS C. BURRELLE



ROBIN D. COMPTON

# DORT

Quality Goes Clear Through



No small part of the trouble-free service that is inseparably associated with the name Dort must properly be credited to the sound construction of the car and the skilled care that attends every step in the process of manufacture.

But the chief factor, we believe, is the very marked simplicity and accessibility of the Dort design.

The Dort engineers have deliberately, and with success, sought to evolve a motor car that would be as nearly as possible independent of need for service.

And, to carry the value of the car still further, they gave it so accessible a design that service, when deemed desirable, can be given easily and quickly.

PRICES	
Touring Car	\$1035
Roadster	1035
Fourseason Sedan	1665
Fourseason Coupe	1665

F. O. B. Factory

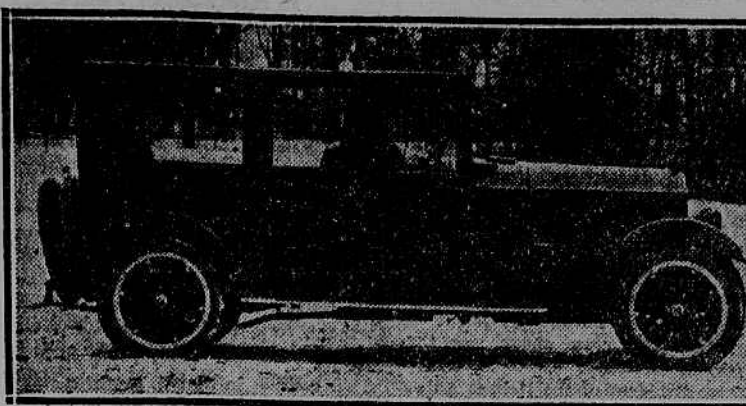
Wire Wheels and spare tires extra

New York Branch, Broadway at 58th St.

Brooklyn Dealer: MAXSON-RICHARDS CORP., 1281 Bedford Avenue, Telephone—Bedford 9200. Newark Dealer: COLEMAN MOTORS CO., 148 Central Avenue, Telephone—Market 8026.

DORT MOTOR CAR COMPANY

## Sextet Sedan Seats Seven Souls



This new national Sextet Sedan for seven passengers has a low appearance gained through a new method of body mounting. The body sides descend to within two inches of the running boards, eliminating the usual apron. Another novelty is the patent leather visor over the windshield to protect the vision of the driver against sun rays and snow—at different seasons, of course.

### Urges Owners to Give Cars "Spring Tonic"

Studebaker Manager Says Little Money Spent Now Will Pay Dividends in Better Service

"This is the season when nearly all cars should have their 'spring tonic,' says I. C. Jones, manager of the Studebaker branch. 'Owners who spend a little money for a 'light overhaul' now will find it to be the best investment ever made since buying their cars.'

"To expect any motor car in continuous service all winter to have 'snap' and to operate satisfactorily without a careful overhauling is unreasonable," says Mr. Jones. "The owner who shows neglect on this point is doing himself an injustice. It may be some inconvenience to be without the use of a car while it is being overhauled, but it pays in the end. Placing the car in the shop for this necessary annual attention will bring better service this spring, summer and fall. 'Winter is hard on a car, whether it is in service or in storage, and in justice to the car owners should bring it in to the dealer for the necessary cleaning and adjustment. The average owner does not realize that he himself is to blame for the failure of his car to give long, satisfactory service because he did not give it proper attention.'

"Owners can have the necessary 'spring tonic' administered to their cars at a small expenditure, according to the model of the car. This investment will put the average car in good condition, prolong its life and enable the owner to drive it with pleasure."

### Boy Scouts to Travel In Rolling Camps

Fifty Lads From Akron Will Make Pilgrimage to Roosevelt Grave

Fifty of Akron's boy scouts will make an automobile pilgrimage to the grave of Theodore Roosevelt at Oyster Bay, L. I., on July 1. The scouts will hold a short service and pay silent tribute to the great leader of men.

The third annual trip to be given to the Boy Scouts by the Goodyear Tire and Rubber Company will begin on June 26 and end on July 10. Selection of the fifty boys will be made within the next two months at field day, when various scout troops in Akron will designate their best scouts to take a competitive test of the scout work. The fifty who rank highest will be chosen to make the pilgrimage.

The big, pneumatically cushioned trucks from the company's Akron-Boston freight line will carry the boys ninety miles a day, with four hours' travel in the morning and two hours and a half in the afternoon. This is to avoid fatigue and to allow time for fun and relaxation each day.

From Akron the trucks will travel to Pittsburgh, Bedford, Gettysburg, Philadelphia and New York, with stop-over at Oyster Bay. A most pleasant and eagerly anticipated part of the trip will be the three days' stop at the national Boy Scout camp at Bear Mountain, near West Point, N. Y. Here the boys will mingle with scouts from other sections of the country, compete with them in athletics and make new acquaintances.

## Unlimited Field For Motor Truck As Haulage Unit

Passengers and Freight in Less Than Carload Lots Will Be Carried So, Is Prediction of Mr. Lane

That the motor truck will eventually haul practically all the freight going over the streets and highways, most of the short haul freight and part of the long haul (less than carload) freight now being hauled by the railroads, and that the motor truck designed as a motor bus will haul a great part of the urban and interurban passenger traffic was the prediction made by F. Van Z. Lane, general maintenance manager of Hare's Motors, in his initial lecture on motor transportation engineering before the engineering students of the New York University last week.

Those who think that this is a somewhat extreme view will be interested in reading some of the factors that Mr. Lane gave as his reasons:

More good roads. A growing realization on the part of the shipper that the delivery part of the business is of greater importance to the success of his business.

Shippers are realizing that the motor truck has a greater economical value.

Elimination of street congestion. Growing realization that the motor truck is more economical than railroads for short haul in heavy traffic territory.

Growing realization that the motor truck is more economical than railroads in light traffic stub end territory.

More extensive use of the truck by farmers.

Development and use of loading and unloading devices.

Development of special bodies and special equipment.

The perfecting of maintenance, dispatching, routing and shipping from methods.

Increasing use of the motor truck designed as a motor bus in passenger transportation.

Improvement in chassis design and construction.

Increasing interest in and general understanding of motor transportation engineering.

In showing the growing importance of motor truck traffic, Mr. Lane stated that when he was graduated from the

university, in 1903, there were no motor trucks, and in 1904 411 were produced, in 1911 10,656, and in 1919 305,000, exclusive of uncompleted war orders; and that there were in use in this country to-day about 600,000 motor trucks of all sizes. These trucks were in use in all industries and in all branches of business, and, as the motor truck is part of the mechanical equipment of all industries, all engineers should have a comprehensive knowledge of the proper use of the motor truck, and motor transportation engineering was defined as the proper application of the motor vehicle.

That one of the fundamentals in the proper application of the motor vehicle was an understanding of motor truck operating costs, this being the basis of its whole application. Mr. Lane stated to the students, and detailed the elements entering into the costs of truck operation of all sizes for estimating whether it would be economical to use motor trucks or some other means of transportation. He went over the necessity of keeping truck operating costs after the truck was in use, so that studies could be made as to whether the truck was being used profitably and economically.

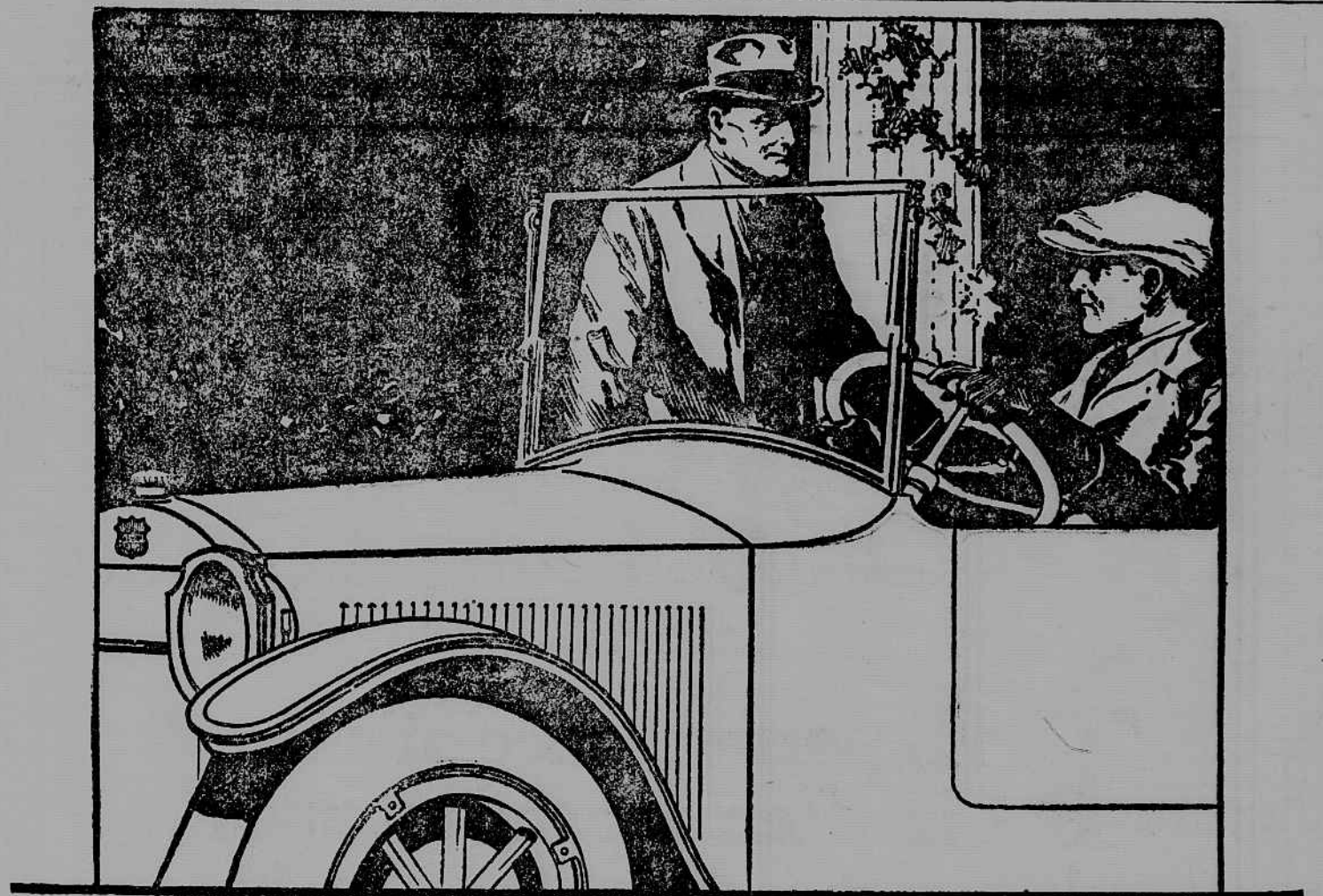
Mr. Lane has just been appointed a member of the transportation committee of the Federal Highway Council. He was formerly chief transportation engineer of the Packard in Detroit.

### Great Expansion Is Reported at Kenosha

"Increasing demand for products of the Nash Motors Company is reflected in substantial additions to the plant at Kenosha the last year," says C. B. Warren, president of the Warren-Nash Motor Corporation. "It is in this factory that six-cylinder cars and trucks are built, the new plant in Milwaukee, now under construction being planned for the exclusive production of the four."

"A building 120x120 has been added to the large foundry. There also has been constructed a foundry warehouse and pattern storage, 80 by 100 feet. Other new buildings include a new roller bearing tool room and pattern shop, 100 by 600 feet and an addition to the sheet metal shop, measuring 32x238 feet. Four courtways that formerly separated long lines of saw-tooth buildings have now been roofed and turned into component parts of the factory. Under construction now are a new boiler room 50x50 feet, and an addition to the heat-treating department measuring 40x140 feet.

"There are in operation in the Nash factory more than 1,500 productive machines and 800 factory maintenance machines; the plant embraces 1,011,832 square feet of floor space, and in the power plant which keeps the machinery in operation, 120 tons of coal are used every twenty-four hours. Five thousand men, are on the pay roll."



It pleases us to note that our Liberty owners feel more and more friendly toward their cars as time goes on.

This is partly accounted for, of course, by the distinct and delightful difference in Liberty riding and driving.

But the underlying reason, we are convinced, is the basic goodness of the car.

E. S. PARTRIDGE & CO., Inc.

1826-28 BROADWAY AT 60th ST.

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# LIBERTY SIX

## FYRAC Spark PLUGS

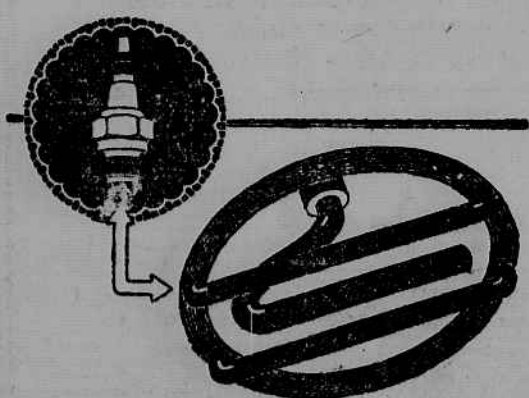
One inch of lavender fire, broad-jumping from Fyrac's one inch firing surface, ignites every particle of gasoline, and prevents gasoline-formed carbon.

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ONE INCH FIRING SURFACE This shows the central electrode, from whose one inch firing surface sparks leap the gap to the stout right and left wires, made to live long. One inch firing surface insures reliable power, and prevents gasoline-formed carbon.